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REMARKS

DRAWINGS

The drawings are objected to because of the phrase "additional," being confusing and inconsistent. The Examiner requests that the applicable "additional" phrases be replaced with definite terminology such as "second," for example. However, the drawings, for example, FIG. 1 recites, "Additional Information Database," which does not mean an additional database as the Examiner suggests by using the phrase "second," but the phrase "Additional Information Database" means a database in which "additional information" is stored. Accordingly, the Applicants assert that the Examiner's objection is not appropriate and withdrawal of the objection is respectfully requested.

SPECIFICATION

Title

The Examiner objects to the title of the invention for not being descriptive. The title of the invention is replaced taking into consideration the Examiner's comments. Withdrawal of the objection to the title of the invention is respectfully requested.

Abstract

The Examiner objects to the Abstract for informalities. The Abstract is replaced with a new Abstract taking into consideration the Examiner's comments. Withdrawal of the objection to the Abstract is respectfully requested.

Specification

The Examiner also objects to the specification, because of the phrase "additional," being confusing and inconsistent. The Examiner requests that the applicable "additional" phrases be replaced with definite terminology such as "second," for example. As described above regarding the drawings, the phrase "additional information database" and other "additional information" phrases, do not mean an additional database as the Examiner suggests by using the phrase "second," but the phrase "additional information database" means a database in which "additional information" is stored. Accordingly, the Applicants assert that the Examiner's objection to the specification is not appropriate and withdrawal of the objection to the specification is respectfully requested.

CLAIM REJECTIONS

STATUS OF CLAIMS

Claims 4 and 5 are rejected under 35 USC 112, second paragraph, for indefiniteness.

Claims 1 and 22 are rejected under 35 USC 102(e) as being anticipated by Handel (US Patent No. 6,195,651).

Claims 2-21 are rejected under 35 USC 103(a) as being unpatentable over Handel.

Claims 1, 2, 4, 5, 7, 8, 9, 12, 14, 15, 16, 17 and 22 are amended.

Thus, claims 1-22 remain pending for reconsideration, which is respectfully requested.

No new matter has been added in this Amendment. The forgoing rejections are hereby traversed.

35 USC 112, second paragraph, rejections

Claims 4 and 5 are rejected under 35 USC 112, second paragraph, for indefiniteness. Claims 4 and 5 are amended taking into consideration the Examiner's comments. Withdrawal of the rejections of claims 4 and 5 under 35 USC 112, second paragraph, is respectfully requested.

35 USC 102(e) and 103(a) rejections

Handel

Handel discloses a software agent that provides content to the user based upon user profile information (column 1, lines 53-61). In particular, in Handel, an individual homepage called "mysite!" is created as the software agent, as shown in FIG. 20 to FIG. 23. Handel's web site is configured in a way that personal information based on each person, which reflects one's situation as shown in FIG. 12, is input and then information corresponding to each persona is displayed. Therefore, in Handel, a content displayed by the web browser software is changed according to a user situation. In other words, Handel's web site is configured in a way that a user can customize information displayed by the web browser.

Independent claims 1, 2, and 22 are amended to improve the recitation of the present invention. In contrast to Handel, the present invention provides additional information for a product presented to a user depending on an acquired user profile (i.e., in other words "acquiring profile ... of a user receiving basic information for an individual product"). For example, as shown in FIG. 8, additional information 503a (recommend) is provided for the displayed product 501a-502a based on a user profile (e.g., as shown in FIGS. 4 and 8,

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additional information of "recommend" is provided for displayed product A if the user is 10-19 years old, a student and a female). Handel does not provide additional information about a product presented to the user depending upon an acquired user profile, but in Handel the user controls a software agent to retrieve information based upon the user's profile. In contrast to Handel, the present invention as recited in independent claims 1, 2 and 22, using the recitation of claim 1 as an example, provides:

> acquiring profile information of a user receiving basic information for an individual product;

> selecting and presenting to said user basic information of a product group regarding the basic product information the user is receiving, from a product information database storing basic information of said individual product; and

> selecting and presenting to said user additional information regarding products in said product group presented to the user that corresponds to said user profile information, from a database storing additional information for said product group products (emphasis added).

Again, Handel does not provide additional information about a product presented to the user depending on the user profile (i.e., in other words, Handle is not "acquiring profile ... of a user receiving basic information for an individual product"). In contrast to Handel, the claimed invention is the idea of presenting, for a displayed product, additional information according to an acquired user profile while the product is displayed (see, FIG. 4 and 8 of the present Application). In conventional systems, such provided additional information is either fixed or could be based upon a selected product, and not based upon an acquired user profile. More particularly, in the present invention basic information of a product is presented to a user by being displayed in accordance with a content and layout decided by a provider, for example, an on-line shopping site. A site which provides these basic information to a user can be, for example, an ordinary website published on the Internet and not like Handel's specific web site created by the user as a software agent. In the present invention, a profile of a user viewing the displayed basic information of a product is obtained, and additional information for the product is selected and displayed based on the user profile information. The additional information is displayed in accordance with the service or commercial policy of the provider, for example, the on-line shopping site, but not displayed according to a content or layout decided by a user.

According to the present invention as shown in FIG. 2, a product information management server 100, including a display unit 300, displays product information according to a store's preset product information including layout information. When the display unit 300

obtains a profile of the user from the user's terminal 200, additional information regarding the displayed products based on the profile information is displayed. For example, the display unit 300 obtains profile information of a user approaching the display unit from the user's PDA 200 and displays the additional information according to the obtained user profile information. See, claim 3; FIG. 2; page 13, line 22 to page 19, line 15.

According to another embodiment, the information management server 100, including a data input/output unit 103, obtains profile information of a user approaching the unit 103, which is placed near a store product, from the user's PDA 200 and transmits additional information regarding the product according to the obtained user profile information to the PDA 200 for display by the PDA 200. See, claim 6; FIG. 6; page 19, line 17 to page 22, line 10.

According to another embodiment, the information management server 100 and the user's PDA 200 are networked to accommodate online shopping according to the present invention.

CONCLUSION

In view of the remarks, it is submitted that the claims are in condition for allowance, and withdrawal of the rejections of claims 1-22 and allowance of claims 1-22 is respectfully requested.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

Respectfully submitted,
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Date: _August 13, 2003_   By: _____

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